CAPCOM USA

SPRING 1992

TO THE MAX

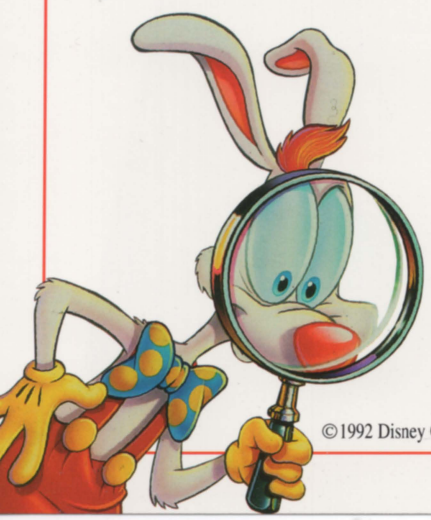
When it comes to selling, we take it to the max. From the beginning, we've focused on building a strong brand identity. Our efforts have paid off big. In unaided recall tests Nintendo game owners were asked who makes the best games for Nintendo. They name Capcom by a 2:1 margin. Two times more popular than any other video game producer. And second to Nintendo in brand awareness.

Year after year, game after game, Capcom is honored with the industry's top awards. 35 in all. So go with a winner and stock your shelves with what game players want...games from Capcom.

350 heads are better than 1. It's not just one brilliant mind that makes Capcom games such huge hits with consumers. It's 350 brilliant programming minds, working around the clock to bring players innovative game design. 350 programmers working for Capcom...exclusively! More than any other third-party Nintendo licensee!

Some companies may get a hit occassionally. **But only one video game company scores hits year after year.** It's the one game company with the most innovative games...Capcom!

Our games have great characters. Mega Man, G.I. Joe, Mickey Mouse, Darkwing Duck, Baloo, and Roger Rabbit — all lovable characters with enormous appeal for Nintendo audiences young or old. And the record shows it. The Little Mermaid won the hearts of young girls while Who Framed Roger Rabbit set sales hopping.



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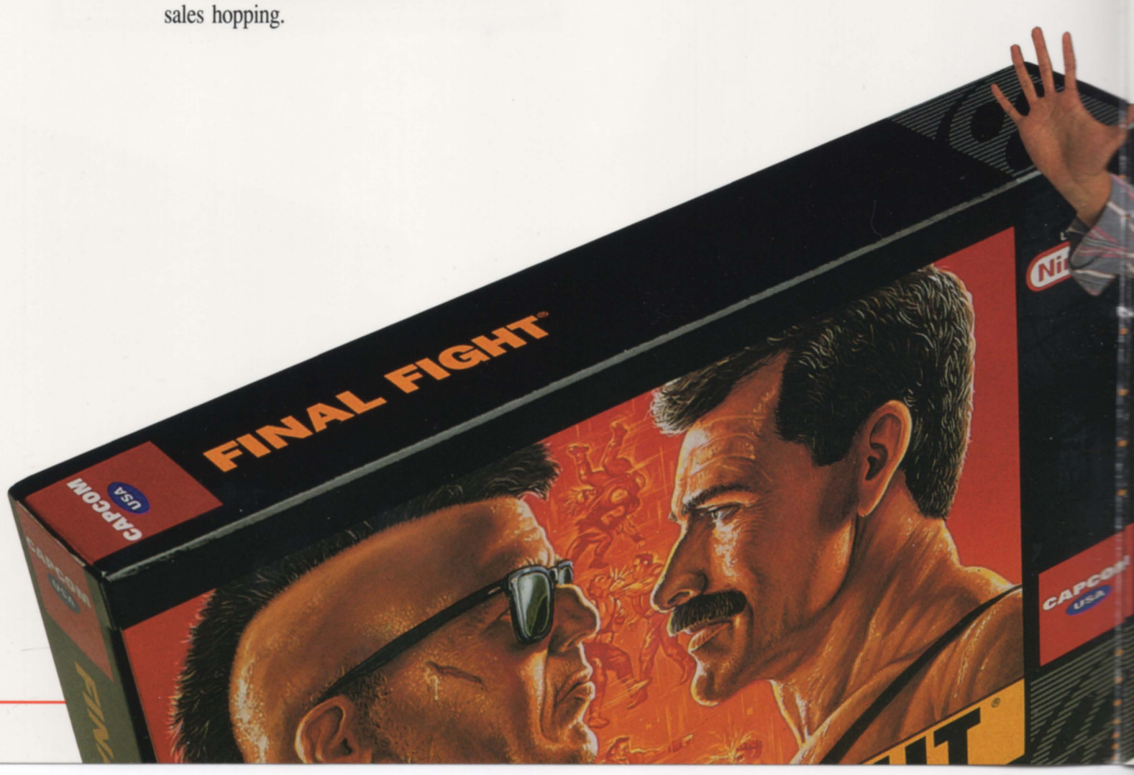

HITS TO THE MAX

- Great games
- Incredible Characters
- 350 dedicated and top-rated game programmers
- Consistent industry award winner
- Mass market appeal — boys, girls, teens and adults
- Capcom is rated #1 among a field of 60 Nintendo licensees as the "best game producer"

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POWER TO THE MAX

No game system delivers more power than the new Super Nintendo Entertainment System. And no games take Super NES to the max better than Capcom's Arcade Series.

Super Ghouls 'N Ghosts®

Long ago in a forgotten realm, Sir Arthur rescued Princess Guinevere from Sardius, the ruler of the Phantom Zone. Since then, Arthur has searched for the most powerful weapons to defend his kingdom. Now, Sardius has defeated the town and kidnapped Guinevere again. Players must use Arthur's magic weapons to bring the princess back and destroy Sardius.

- Super 16-bit Nintendo technology delivers high-resolution graphics in 32,000 colors.
- 14 spine tingling stages.
- Based on the arcade hit.

Final Fight®

From the moment players put this arcade smash hit into their new 16-bit Nintendo systems, the action never stops. Haggar and Cody battle their way through streets full of punks, wrestlers, and samurai swordsmen to rescue Jessica from the evil leader of the Mad Gear gang.

- Super 16-bit Nintendo technology delivers high-resolution graphics in 32,000 colors.
- Players can be either Haggar or Cody, each with there own fighting styles.
- Hidden weapons are found in 5 basic and extra bonus stages.

"Final Fight...The ultimate street fighting arcade smash hits the SNES!"

—Nintendo Power, Vol. 28

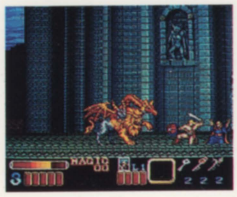
U.N. Squadron®

In this action-adventure game for the Super NES, players take the role of Shin Kazama, Mickey Scymon or Greg Gates in the battle for the kingdom of Aslan. From there on the battle intensifies between government and rebel troops.

- For each enemy plane or tank destroyed, flyers get money to buy weapons and aircraft.
- Based on one of Capcom's top grossing arcade hits.
- Players fly high-tech aircraft, including the stealth ray, through 10 exciting missions.

NEW

Magic Sword®



Direct from the arcades comes the quest of a lifetime. At Drokmar Keep, the Black Orb has awakened and darkness has settled over the land. In this medieval action game, players must scale the heights of the dark tower and destroy the orb. Standing in the way are hideous monsters, fire-breathing dragons and three-headed hydras.

- Single player action, based on the hit arcade game.
- 50 floors filled with terrifying horrors, goblins, mummies and stone giants.
- Players search the rooms for Sorcerers and Ogres — or Ninjas to add to their merry band of adventurers.

NEW

Street Fighter® II

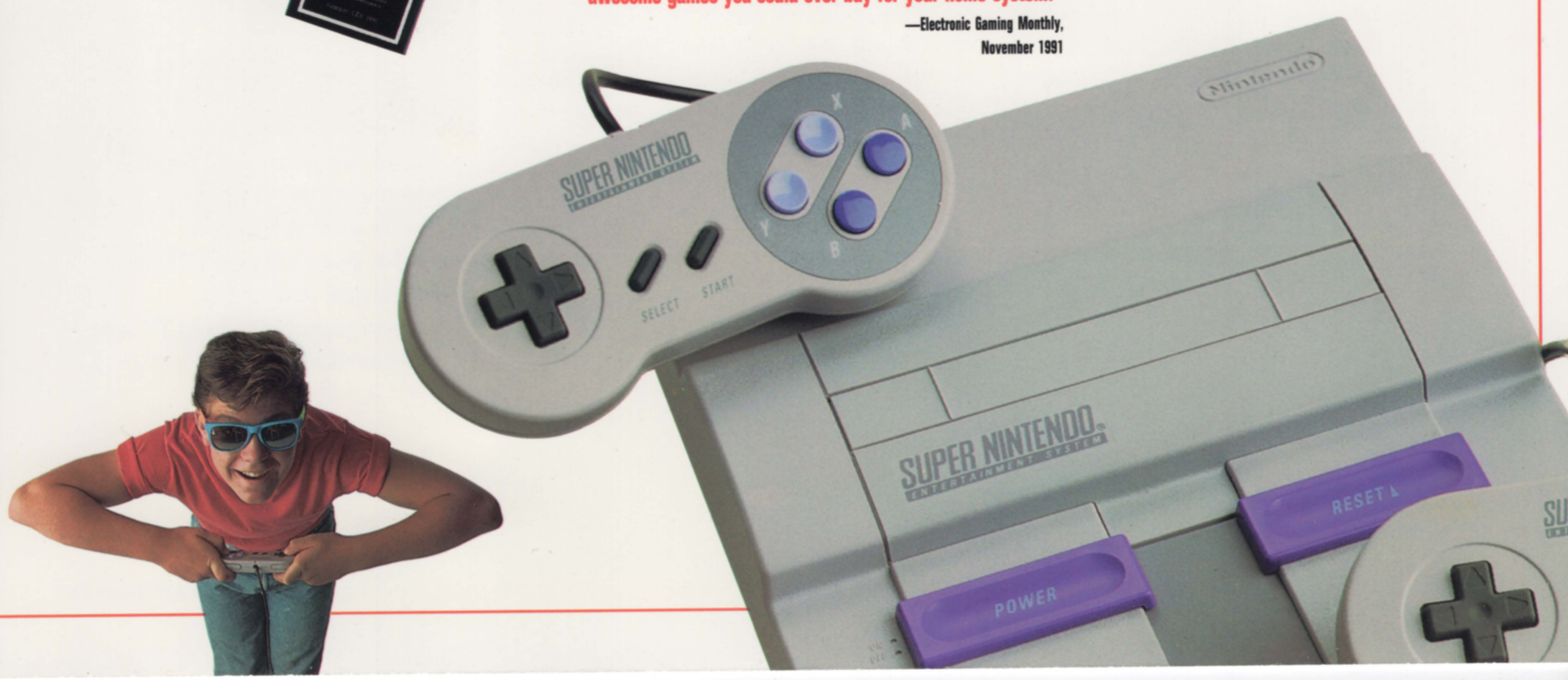
By popular demand, Capcom brings the #1 arcade smash hit Street Fighter II to the Super Nintendo. The challenge is to defeat champion street fighters around the globe. Players must use punches, kicks and moves, to win the title of the World's Greatest Street Fighter.

- 8 different characters to choose from, each with unique fighting styles and moves.
- 2-player action — fight against the Super NES or another player.
- Super Nintendo technology brings this #1 arcade hit into player's homes.
- The first 16 Meg game available on the Super NES.

"Capcom is really looking to be one of the best SNES producers yet!"

"Super Ghouls 'N Ghosts has got to be one of the most awesome games you could ever buy for your home system!"

—Electronic Gaming Monthly, November 1991



The NES is big. Thirty million owners big. And Capcom is not about to overlook them. In '92, we're taking it to the max again — with even more challenging, mind-blowing NES games than ever before.

NEW

Barcelona '92

Go for the gold in Capcom's first sports game, Barcelona '92. Feel all the excitement of world class athletic competition in this heart-pounding sports action game. One or two players compete in a variety of challenging events, including long jump, javelin throw, gymnastics, bike racing, swimming and more.

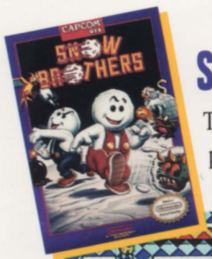
- Designed for one or two player competition.
- Choose to practice or compete in any or all events.
- State-of-the-art graphics bring all the classic track-and-field events to life.

NEW

Gargoyle's Quest®

A new action-adventure game that continues the adventure of Firebrand, guardian of the Ghoul Realm. An unknown army has swept across the realm, covering it in Demon Darkness. As the last remaining guardian, Firebrand must venture into the heart of darkness and destroy the evil that lies within.

- Based on the enormously popular Gargoyle's Quest for the Game Boy.
- Non-stop action for ages 12 to 18.
- Outrageous graphics and chilling sound effects.



Snow Brothers

This action-adventure game proves that a cold climate has all the ingredients for a hot video game. Players become a Snow Brother and try to prevent a total melt down, while rescuing the princess and squashing trolls, red devils and fire breathing dragons with snowballs.

- Based on the popular arcade game.
- Each level has 10 stages where the Snow Brothers face evil bosses.
- 2 player action and fun for the entire family.

NEW

Mega Man®4

He's back. Capcom's most popular character returns with new adventures. This time, Mega Man battles the mysterious Dr. Cossack and his super robots who are trying to seize control of the earth. Armed with a new Mega Buster, Mega Man must defeat each robot rebel and bring Dr. Cossack to justice.

- 16 explosive levels.
- 4 Megs for even more dazzling graphics and playability than ever before.
- The fourth installment in the enormously successful Mega Man series.

NEW

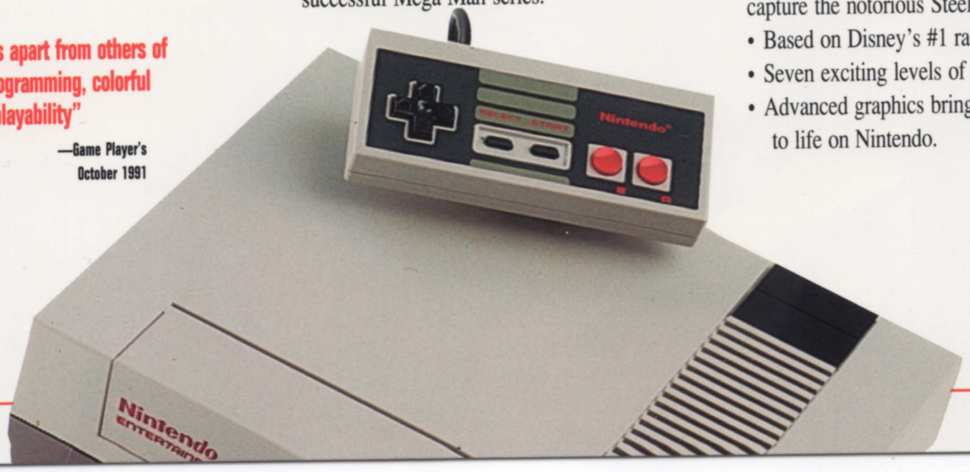
Darkwing Duck

"Let's get dangerous." Darkwing Duck, the terror who flaps in the night, now swoops onto the Nintendo. F.O.W.L., a secret syndicate, is attempting to take over the city. It's up to Darkwing Duck and his faithful sidekick, Launchpad, to foil their sinister plans. Together, they must search the city for enough clues to capture the notorious Steel Beak.

- Based on Disney's #1 rated TV series.
- Seven exciting levels of play.
- Advanced graphics bring the hit TV show to life on Nintendo.

"What sets Snow Brothers apart from others of its kind is it's crafty programming, colorful graphics and playability"

—Game Player's October 1991



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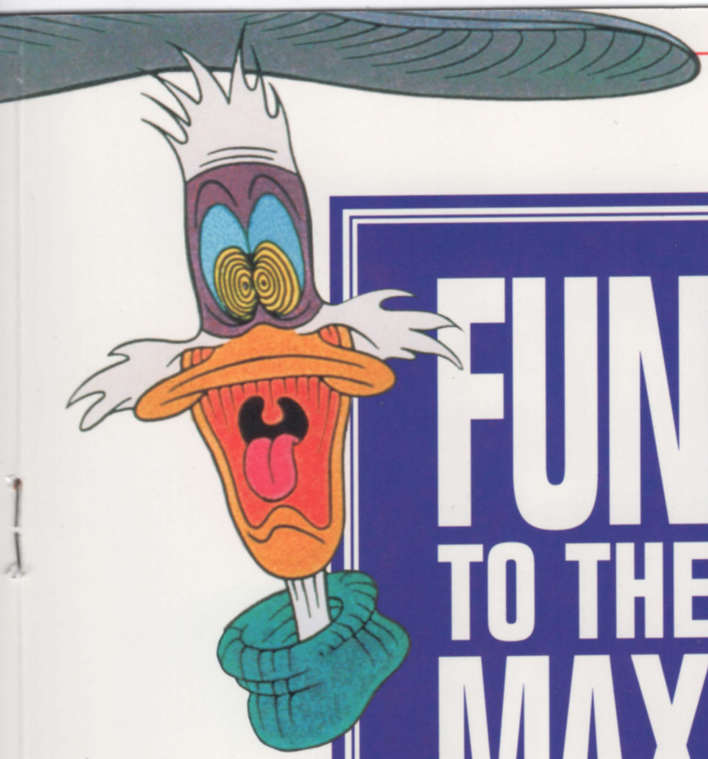

FUN TO THE MAX

Mega Man® 3

SnakeMan, HardMan, GeminiMan, MagnetMan, NeedleMan, ShadowMan, SparkMan and TopMan — they're the eight, new robotmasters in Mega Man 3. Defeat them all and there's still Dr. Wily and other enemies from Mega Man 1 and 2.

- Eight robot masters and 21 levels of action for players 8 to 18.
- Voted "Most Popular Character" by the Nintendo Power 1990 readers survey and the "Best Arcade Action Game for 1990" by Game Players Magazine.

GI Joe®

The Atlantis Factor

Cobra Commander® has found the lost Continent of Atlantis and plans to use its ancient power source to destroy the Joe Team. It's a race against time as General Hawk® rushes to assemble a strike team to infiltrate the secret Cobra base and destroy the weapon before it can be used.

- Over 15 areas to explore.
- Clash with six Cobra enemies.
- Players choose from six of their favorite GI Joe® characters.
- Based on the popular television series and toy line.

The Little Mermaid

Based on the mega-hit Disney film, this is the first game ever targeted to girls ages 6 to 11. Players take the role of Ariel, The Little Mermaid, and rescue Prince Eric. But before Ariel can become human and marry Eric, she must stop Ursula, the wicked witch of the undersea, from taking over the entire ocean.

- Features the Academy Award winning song "Under The Sea" and all the favorite characters from the movie.
- 7 levels deep.

Tale Spin

Imagine a non-stop series of split-second air battles races and chases — and you have a hint of what Tale Spin is all about. It's Baloo's mission to collect and safely deliver cargo with his plane, the Mini Seaduck, while avoiding Shere Khan, Don Karnage and their henchmen.

- Based on Disney's hit syndicated TV series.
- Thrills and chills for kids of all ages.

"The Little Mermaid has a near perfect blend of action and adventure. The music is, of course, excellent. A must for young NES owners."

—Electronic Gaming Monthly
July 1991

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ACTION TO THE MAX

How does Capcom squeeze so much action and challenge into the Game Boy? Imagination! And great characters, like Mega Man, Roger Rabbit, Mickey Mouse, Ariel, The Little Mermaid and Scrooge McDuck. With max appeal like this, these games will hop off your store shelves.

NEW

Mega Man® II

The series continues with Mega Man II. This time Mega Man joins Rush, his constant canine companion, to battle against Dr. Wily who has broken into the Chronos Institute and stolen the experimental Time Skimmer. Mega Man will have to battle metal-munching robots from the NES versions of Mega Man 2 and 3. Also includes the Rush Coil, Rush Marine and Rush Jet for quick getaways.

- 9 exciting levels of play.
- Features Rush the Robo dog.
- Follows the enormously popular Dr. Wily's Revenge.

The Little Mermaid

Now the first game ever for girls aged 6 to 11 premiers for the Game Boy. Ariel, The Little Mermaid, begins her quest to rescue and ultimately fall in love with Prince Eric. Before she can, she must stop Ursula, the wicked witch of the undersea, from conquering the ocean.

- Based on the hit Disney movie seen by over 23 million people.
- Features the Academy Award winning song, "Under The Sea."
- Players join Ariel and her friends, Scuttle, Sebastian and Flounder in this underwater adventure for the whole family.

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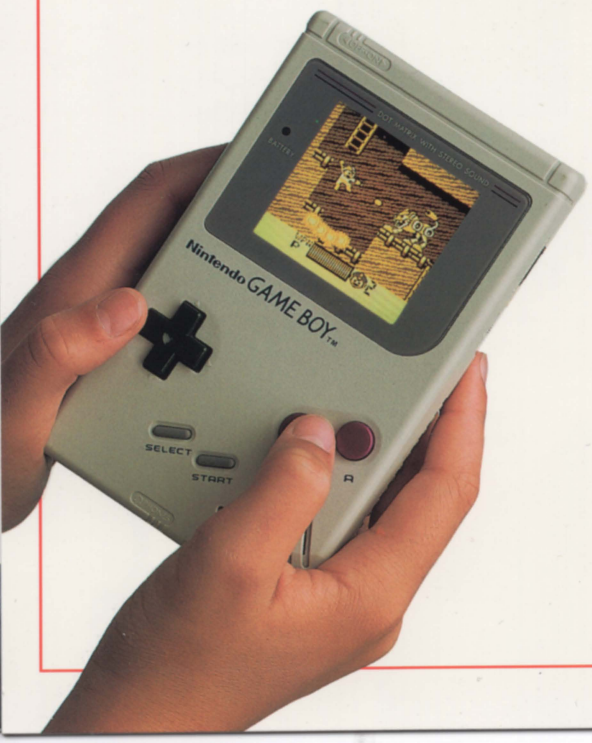
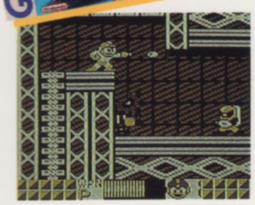


Mega Man®
Dr. Wily's Revenge



By popular demand, Capcom brings it's smash-hit Mega Man to Game Boy. Dr. Wily controls eight empires, each defended by the most sinister robots ever. And Mega Man finds the power and ability to defeat them on their own terms.

- Challenging action for one player, 12 to 18 years old.
- Six super levels feature favorite Mega Man enemy characters.
- Sets a new standard in the Game Boy for graphics and sound.
- Winner of Electronic Gaming Monthly's "Editor's Choice Award."

Who Framed Roger Rabbit

This Game Boy favorite features all the fun and excitement of the hit movie. Roger's toonstar wife, Jessica, has been kidnapped. And Roger knows Judge Doom is responsible. Players take the role of Roger as he and the police defeat Doom's five hench weasels on the way to saving Jessica.

- Roger Rabbit's first appearance on the Game Boy.
- Six action-packed levels.

Duck Tales

Based on Disney's hit, syndicated animated television series. Players assume the role of Scrooge McDuck, who is trying to find the Five Lost Treasures of the universe and become a billionaire! But Huey, Dewey and Louie can't protect Scrooge's tail from all the dangers he must face on his journey from the Amazon to the moon.

- Perfect for ages 6 to 11.
- Detailed sound and graphics set new Game Boy standards.
- Winner of 1991 Parent's Choice Award.

"...this type of extravaganza is rarely seen on the Game Boy and it guarantees that you'll get your money's worth the first time around."

—Video Games & Computer Entertainment October1991

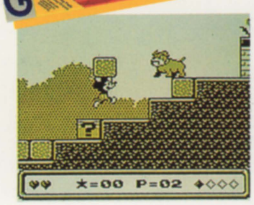
Snow Brothers®

Chill out with this exciting action-adventure game. As one of the Snow Brothers, players try to pelt through 60 stages of sinister opponents using giant snow balls. Foes include everything from trolls to fire-breathing dragons. Snowing the enemy is a real ball.

- Colorful graphics and playability makes this game addictive.
- Based on the highly popular arcade game.
- Fun for the entire family!

Mickey's Dangerous Chase

Players join Mickey, Disney's favorite character, as he searches for gifts for Minnie. Big Bad Pete and his henchmen try to stop him — and it takes very creative playing to beat them.



- Mickey's first appearance on the Game Boy.
- Non-violent fun for children ages 6-11.
- Superb graphics and original music brings these favorite characters to life.

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SUCCESS TO THE MAX

Capcom has been more successful than most licensees. And since success breeds success our customers have also profited and grown with our relationship.

There is more than one reason that Capcom video games have been successful. To begin with, there's the basic R & D know-how ...the game quality that comes from that know-how...and finally, the players' satisfaction with challenging and fun video games.

Beyond that, we market Capcom games based on solid strategic thinking. Over the last 5 years we have built a strong brand identity earning Capcom enormous consumer loyalty and support. From our advertising, sales promotion and public relations efforts, right down to our distinctive package design, Capcom delivers a consistent quality image. Capcom has become a brand name to consumers...recognized just like Nintendo.

These efforts have paid off. Today, Capcom has the highest brand awareness in the market. Kids know us and ask for Capcom games by name.

Bottom Line Innovative video games. Characters with mass appeal. Impactful advertising and promotion. A video game company whose name is the most popular and best recognized in the industry. Put it all together and you can see why Capcom games are best sellers, year after year.

Build your business successfully...and to the max...with Capcom.

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Advertising	Jan	Feb	Mar	Apr	May	June
SNES						
Final Fight	✸	✸	✸			
U.N. Squadron	✸	✸	✸			
Super Ghouls 'N Ghosts	✸	✸	✸			
Magic Sword				✸	✸	✸
Street Fighter II						✸ ✸
NES						
Mega Man 4	✸	✸	✸			
Darkwing Duck						✸
Gargoyle's Quest				✸	✸	✸
G.I. Joe-The Atlantis Factor	✸	✸	✸			
Barcelona '92					✸	✸
Snow Brothers	✸	✸	✸			
Tale Spin	✸	✸	✸			
The Little Mermaid	✸	✸	✸			
Game Boy						
Mega Man II		✸	✸	✸		
The Little Mermaid			✸	✸	✸	
Snow Brothers	✸	✸	✸			
Who Framed Roger Rabbit	✸	✸				
Mickey's Dangerous Chase	✸	✸				
Public Relations						
Product Announcements	✸	✸	✸	✸	✸	✸
Promotions						
Mega Man Refund	✸	✸	✸	✸	✸	✸
Disney Refund	✸	✸	✸	✸	✸	✸
Disney Channel	✸	✸	✸	✸	✸	✸
Mickey Mouse Club	✸	✸	✸	✸	✸	✸
Boy Scouts Fund Raiser	✸	✸	✸	✸	✸	✸

✸ = Television
✸ = Print

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